



FAX# 215 564 1103
HARRIS REPORT FROM REP

OCT22/12 11.58
*** WPXI-TV ***

REP. # OFF. # 18 SALESMAN #

BUYER NAME **LISA CAVINAGH**

SALES PRSN WA- CHERYL BLAIR

PHILADELPHIA, PA 19103

ORDER # 2001 CONTRACT # 6388917

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>MCCORD 10/23</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT22/12 **11.58**

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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530A-600A	30	4	\$550.00	10/23	10/26	3		TU-F	3
PROGRAM : CH11 NEWS												
2			600A-700A	30	4	\$800.00	10/23	10/26	3		TU-F	3
PROGRAM : CH11 NEWS												
3			700A-800A	30	4	\$625.00	10/23	10/26	3		TU-F	3
PROGRAM : TODAY SHOW												
4			800A-900A	30	4	\$575.00	10/23	10/26	3		TU-F	3
PROGRAM : TODAY SHOW												
5			900A-1000A	30	4	\$400.00	10/23	10/26	3		TU-F	3
PROGRAM : TODAY SHOW												

REP: TEL# 215-564-1206
ORDER WORKSHEET

OCT22/12 11.5
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			1000A-1100A PROGRAM : ELLEN	30	4	\$350.00	10/23	10/26	3		TU-F	3
7			1100A-1200N PROGRAM : ANDERSON COOPER	30	4	\$275.00	10/23	10/26	3		TU-F	3
8			1200N-1230P PROGRAM : CH11 NOON NEWS	30	4	\$375.00	10/23	10/26	3		TU-F	3
9			1230P-130P PROGRAM : DOCTORS	30	4	\$275.00	10/23	10/26	3		TU-F	3
10			130P-230P PROGRAM : TODAY SHOW	30	4	\$275.00	10/23	10/26	3		TU-F	3
11			230P-300P PROGRAM : MILLIONAIRE	30	4	\$275.00	10/23	10/26	3		TU-F	3
12			300P-400P PROGRAM : DAYS OF OUR LIVES	30	4	\$500.00	10/23	10/26	3		TU-F	3
13			400P-430P PROGRAM : JUDGE JUDY	30	4	\$400.00	10/23	10/26	3		TU-F	3
14			430P-500P PROGRAM : JUDGE JUDY	30	4	\$500.00	10/23	10/26	3		TU-F	3
15			500P-530P PROGRAM : CH11 EARLY NEWS ROTATION	30	4	\$800.00	10/23	10/26	3		TU-F	3
16			530P-600P PROGRAM : AVG ALL WEEKS	30	4	\$800.00	10/23	10/26	2		TU-F	2
17			600P-630P PROGRAM : CH11 NEWS	30	4	\$1,000.00	10/23	10/26	3		TU-F	3

REP HEADLINE# 6388917
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
 ORDER WORKSHEET

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18			700P-730P	30		\$1,650.00	10/23	10/26	2		TU-F	2
PROGRAM : JEOP/WHEEL												
19			730P-800P	30		\$1,650.00	10/23	10/26	2		TU-F	2
PROGRAM : JEOP/WHEEL												
20			900P-1000P	30		\$1,500.00	10/24	10/24	1		WED	1
PROGRAM : LAW AND ORDER												
(21)			830P-1100P	30		\$9,750.00	10/28	10/28	1		SUN	1
PROGRAM : NBC SUN FOOTBALL												
22			1100P-1135P	30		\$2,000.00	10/23	10/26	2		TU-F	2
PROGRAM : 11P NEWS												
23			1135P-1235A	30		\$675.00	10/23	10/26	3		TU-F	3
PROGRAM : THE TONIGHT SHOW												
24			1135P-1235A	30		\$2,250.00	10/28	10/28	1		SUN	1
PROGRAM : B&G LN												
OCT/12			51650.00			\$.00						

CONTRACT TOTAL 51650.00
 TOTAL SPOTS 62

MARKET TOTALS \$117,386 WPXI 44% KDKA 28% WTAE 19% WPGH 6% CABL 0% WPCW 3% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*

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